

# U By Kotex Launches "The Period Projects"

## Brand Partners with Women for Multi-Year Project Series Designed to Ignite Change

### Opens World's First-Ever, Period-Themed Pop-Up Shop

DALLAS, May 13, 2016 /PRNewswire/ -- Women have a lot of passion for, and many ideas about, how to make things better when it comes to periods, period experiences and the feminine care category. The U by Kotex brand is partnering with some of these women, giving voice to and making their ideas a reality with The Period Projects – a multi-year program and project series designed to help create real change, both big and small. The first U by Kotex Period Project is The Period Shop – the world's first and only pop-up shop dedicated to all things period – which opens today in New York City. The Period Shop is proof that change can be made about the way people think about, talk about and shop for periods.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7822951-kotex-launches-the-period-projects/>

"There are thousands of stores for women's clothing, makeup and clothes, but none that are focused on periods or the period experience," said Sarah Michelson, New York City-based college student and The Period Shop Project Captain. "So I wrote a Tumblr post calling for the creation of a Period Shop – a space where women can shop for feminine care products while feeling comfortable, safe, respected ... and also have a little fun. U by Kotex read my vision and I am beyond thrilled that the brand responded with an opportunity to partner to bring it to life!"

Part proclamation, part celebration and an undeniably loud and proud manifestation of the importance of periods, The Period Shop is open to the public from Friday, May 13 – Sunday, May 15 and is located at 138 Fifth Avenue in New York City, near the corner of 19th Street, and several other popular retail stores. People are invited to come shop for custom Period Shop-themed merchandise including attire, accessories, home goods, beauty products, food and snacks, and U by Kotex products too. Shop visitors can create and share GIFs, videos and crowdsourced art at The Period Shop; plus enjoy story sharing, beauty experiences and a daily Period Shop soundtrack delivered by popular female DJs and musicians. All proceeds from The Period Shop will be donated to [Susan's Place](#), a transitional residence that provides homeless women with housing support and a safe, supportive environment.

People can visit The Period Shop in-person or enjoy an abbreviated shop experience online at [Jet.com](#) and [HelloFlo.com](#). A next generation e-commerce marketplace, Jet will feature an online Period Shop at [www.jet.com/periodshop](http://www.jet.com/periodshop) where shoppers can easily stock up on their period essentials, beyond the dates of the NYC pop-up shop. HelloFlo will offer limited edition Period Shop kits including select merchandise found at The Period Shop in NYC at <http://shop.helloflo.com/products/period-shop-kit>.

"The U by Kotex brand has been, and remains, dedicated to positively advancing the way women think about and experience feminine care," said Lauren Kren, U by Kotex brand manager, Kimberly-Clark. "We're excited to continue bringing this dedication to life through The Period Projects, The Period Shop and future projects with our real women Project Captains who share the brand's passion for igniting positive change."

The Period Projects commercial program is supported by an integrated marketing approach including digital and retail partnerships; robust owned social and web support; expert partnerships; as well as digital and print advertisements.

Visit [www.UbyKotex.com](http://www.UbyKotex.com) to learn more about The Period Projects, The Period Shop or to request a free U by Kotex custom product sample. Join the online conversation [#PeriodProjects](#).

### **About the U by Kotex Brand**

Kimberly-Clark created the feminine care category with the launch of the Kotex brand almost 100 years ago. Today, U by Kotex, a full line of feminine care pads, pantliners and tampons, continues to push category boundaries. By providing outstanding protection and unique design, the brand brings women a better feminine care experience overall.

### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, U by Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in 80 countries. To keep up with the latest K-C news and to learn more about the company's 144-year history of innovation, visit [www.Kimberly-Clark.com](http://www.Kimberly-Clark.com) or follow us on [Facebook](#) or [Twitter](#).

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